

# Agenda for the workshop

<b>09.00 – 09.05</b>	<b>Welcome</b>
<b>09.05 – 09.35</b>	<b>An introduction to the approach to engaging the public on climate change</b>
<b>09.35 – 10.00:</b>	<b>Local Authority role and Climate Action Hubs</b>
<b>10.00 – 10.45:</b>	<b>Workshop (breakout groups)</b>
<b>10.45 – 11.00:</b>	<b>Comfort break</b>
<b>11.00 – 11.30:</b>	<b>Behaviour change and climate anxiety</b>
<b>11.30 – 12.15:</b>	<b>Plenary</b>
<b>12.15 – 12.30:</b>	<b>Summary and close</b>



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# An introduction to the approach to engaging the public on climate change

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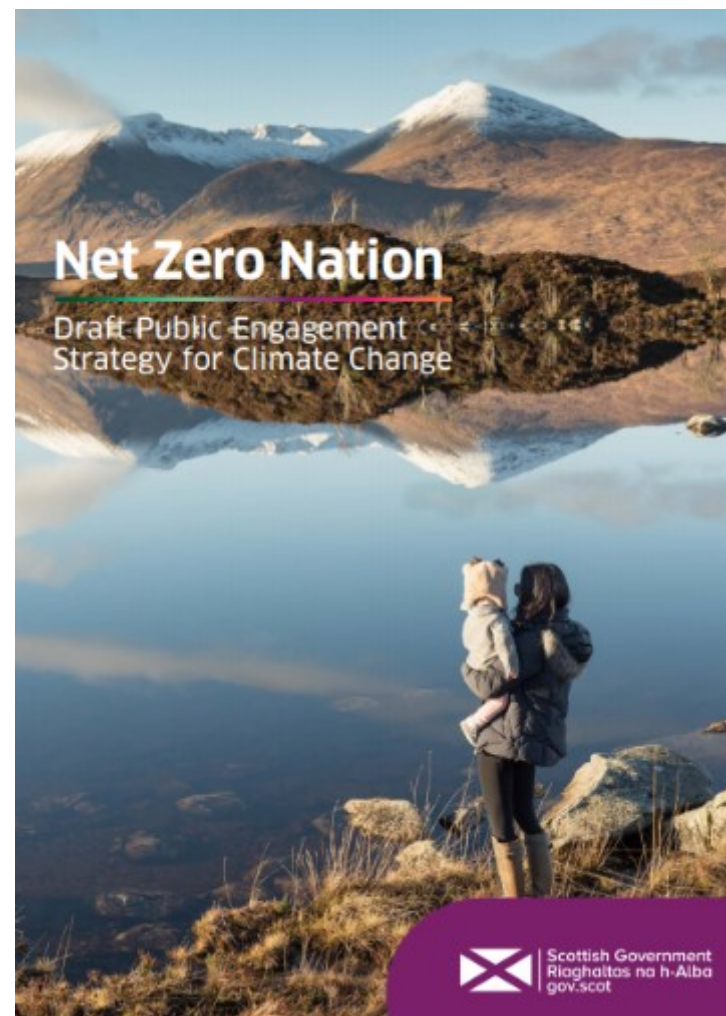


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# Public Engagement Strategy for Climate Change (PES)

- A legislative requirement within the Climate Change Act
- Most recent PES published in Sept 2021 during Climate Week
- 5 year lifespan
- It refreshes the 2013 version 'Low Carbon Scotland: A Behaviours Framework'
- Shift from encouraging incremental changes to society-wide transformation
- It is a strategy for climate change communicators, 'trusted messengers'



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# Public Engagement Strategy (PES) Objectives

## Our Vision

Everyone in Scotland recognises the implications of the global climate emergency, fully understands and contributes to Scotland's response, and embraces their role in the transition to a net zero and climate ready Scotland.

## Strategic Objectives

### Understand

#### Communicating Climate Change

People are aware of the action that all of Scotland is taking to tackle climate change and understand how it relates to their lives

### Participate

#### Enabling Participation in Policy Design

People actively participate in shaping just, fair and inclusive policies that promote mitigation of and adaptation to climate change

### Act

#### Encouraging Action

Taking action on climate change is normalised and encouraged in households, communities and places across Scotland



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# Public Engagement Strategy (PES) Principles



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# What we have planned for 2022/23

- Marketing campaign → *Let's Do Net Zero*
- Net Zero Nation website
- Climate Week 2022 (w/c 26<sup>th</sup> Sept)
- Public Engagement grant funding scheme
- Climate conversations
- Developing trusted messengers
- Sports for Climate Action
- Open Government climate change commitment
- Ensure PES principles are embedded x-government





# Who are our Trusted Messengers?

## Place-based messengers

- **Local government**/community planning partnership
- Local community or voluntary groups
- Community trusts

## Sectoral and institutional messengers

- Education (e.g. schools, colleges, universities)
- Culture (e.g. libraries, museums, sports and leisure clubs)
- Industry (e.g. industry sector representatives/bodies)
- Science (e.g. science centres, festivals)
- Environment (e.g. eNGOs, Climate Assembly members)

## Equality-based messengers

- Disability representatives (e.g. physical or mental disability)
- BAME communities
- LGBTQ+ community
- Faith/belief groups
- Gender and age advocacy groups (including children and young people)

## Influencers

- Social media influencers/celebrities (subject to due diligence)
- National figures (e.g. Scotland's national chef, active travel commissioner, children's commissioner)
- Well known academics or climate scientists



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# How will we support Trusted Messengers? (1)

- Opportunities to bid for funding through the **Public Engagement grant funding scheme (new)**
- Scoping/promoting **climate literacy training** to improve awareness and understanding of climate change
- Training and **guidance on how they can discuss climate change** with their audiences
- The latest **key messages on what the climate emergency means** for them and **positive actions** that can be taken to tackle climate change
- Timely **information on SG policy**
- **The latest research** on climate change public engagement and behaviour change
- **Signposting** to other available support, including funding & contacts





# How will we support Trusted Messengers? (2)

- Familiarise Messengers with **the PES and provide advice** on climate engagement
- Sharing of **marketing and comms assets**
- Access to **bespoke resources** developed for Trusted Messengers (e.g. the Climate Conversations Pack)
- Advice and coordination around **Climate Week 2022**
- Access to the **OGP network** contacts for support to support participation and engagement activities
- Access to our **accessibility checklist**, which helps to ensure that digital/physical engagement is accessible to all
- Potential **opportunities for partnering** around specific activities or projects



# The LA role, and Climate Action Hubs



# Climate Action Hubs

## SSN - Local Authority Forum

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2020 PfG commitment to building a framework to support community climate action via a network of regional **climate action hubs** and **climate action towns**.

**Purpose:** To support communities to make the transition to low carbon and climate resilient living by providing a vehicle for communities to come together and engage in **collective climate action**

**Climate action hubs** should build capacity across communities, form strong networks and seek to widen participation in order to drive wider behavioural change.

Ideally hubs will form across local authority areas but no decisions have been taken on the scale or size of any hub.



The hubs stimulate community led climate action and drive wider behavioural change by:

**Raising  
Awareness**

**Providing  
advice and  
support**

**Fostering  
peer-to-peer  
learning**

**Building  
capacity and  
skills**

**Providing  
seed  
funding**

**Signposting  
to funding /  
support**

**Identifying  
funding**

**Ensuring  
communities  
are heard**



1. **Community ownership** - the shape and activity of the hub should be community led and owned. Build trust and relationships with communities and community led organisations to ensure Hub services are responsive to their needs.
2. **Collaborate** - Identify and work with existing support services/ key public agencies and third sector organisations to signpost and avoid duplication of work, building on existing activity.

## Form:

No prescribed form but any hub should look to build on what already exists at a local level.

## Communities will need to consider:

- what is needed to drive action across their area
- Groups and organisations already delivering
- Options for creating a hub to deliver this (one lead organisation or potentially a partnership approach across a number of groups).





## 2 Pathfinder Projects (launched September 2021):

- North Highlands and Islands Climate Action Hub

[The Hub — North Highlands & Islands Climate Hub \(nhclimatehub.org\)](https://nhclimatehub.org)



- NESCAN Hub (North East Scotland Climate Action network)
- [Home \(nescan.org\)](https://nescan.org)



## Building the Wider Network

- Phase 1 – regional network coordinators to support development of hubs
- Build on regional sessions
- Develop application process and M&E framework
- Stakeholder working group
- Inclusion – potential to fund CEMVO to support hubs

## Potential Role of Local Authorities

- Help raise awareness of plans across communities where appropriate
- Support the hubs to build relevant connections with key stakeholders and across the local authority
- Explore opportunities for how can engage hubs and how they can support your plans



# Reuse and Repair Scheme – Circular Communities Scotland

This scheme will support the set up of more sharing libraries and reuse cafes across Scotland.

Sharing libraries will allow people to borrow items such as high quality tools equipment, clothes and toys rather than buying them. Repair cafes will teach people the skills to repair items.

## Common Needs Identified

- Sharing learning & good practice
- Networking
- Funding opportunities & support
- Skills & training
- Promotion & community engagement
- Insurance requirements
- Mentoring & peer to peer support

## Additional Sharing Library Needs

- Database of resources
- Interlibrary opportunities (exchanging stock & sharing resources)
- Joint or sustainable procurement opportunities
- Advocacy for the sector

## Additional Repair Project Needs

- Business model support
- Access to repair manuals
- Access to spare parts

The scheme –will be delivered by Circular Communities Scotland in collaboration with Edinburgh Tool Library and Edinburgh Remakery.

Key challenge – resource for staff and premises.

Are there opportunities to use underused space / co-location?



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# Workshop breakout rooms



# Comfort break (15 minutes)



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# Behaviour change, and climate anxiety





# Climate Change Behaviours

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# 'Demand side' mitigation

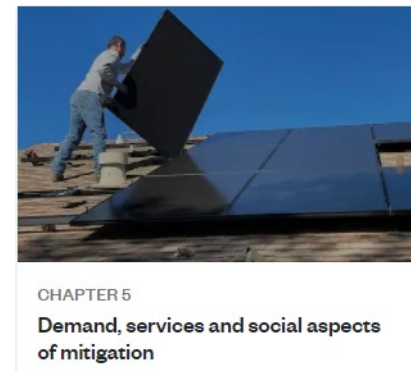
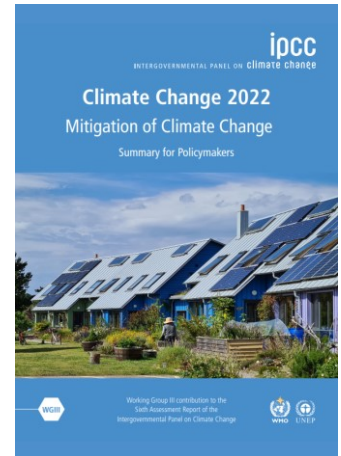
## Recent IPCC report placed emphasis on demand-side mitigation.

- The IPCC (2022) concludes that demand-side measures can reduce global GHG emissions by 40-70% by 2050.
- Rapid and deep changes in demand make it easier for every sector to reduce emissions in the short and medium term.

## Collective demand-side mitigation also supports a just transition.

- Demand-side measures have the potential to deliver wider co-benefits than supply-side options, for example, for addressing cost of living issues, health, equity, and living standards, thereby supporting a just transition.
- Collective and coordinated demand-side actions are likely to deliver more efficient, equitable and effective outcomes than the aggregation of uncoordinated individual actions.

## Behaviour change has a critical role to play in demand side mitigation.



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# Climate Change Behaviours

The Climate Change Committee (CCC) has estimated that over 60% of the measures needed to reach net zero emissions will require some degree of behavioural or societal change.

## Types of behaviour change:

- **Individual behaviour change**

Includes one-off decisions/purchases or habitual everyday behaviours which are often heavily influenced by wider societal changes.

- **Societal changes**

Societal change encompasses the **significant structural barriers** which limit the ability of individuals and companies to change their patterns of consumption and behaviours.

The interdependencies between behavioural and societal changes are two way.



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# Interlinked Behaviours and Practices

## Existing approaches to behaviour change are insufficient to deliver adequate demand reduction.

- 10 Key Behaviours (10 KBAs)
- Most personal actions taken so far have small mitigation potential (e.g. recycling), and people refrain from options with high impact (e.g. less flying, living car free).

## Specific/individual behaviours are linked to other behaviours, underpinned by interlinked practices and influenced by many factors.

- Need to understand and influence the “meanings, materials, and competencies” that enable or constrain how people meet their needs both individually and collectively.

## Reducing demand requires society-wide, systemic changes.

- More significant lifestyle changes face psychological barriers (breaking engrained routines; imagining new lifestyles).
- This requires cultural, infrastructural and institutional change.



# Moving from Theory to Practice

## Research

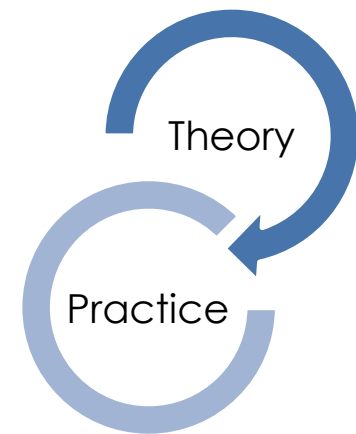
- Understanding public attitudes & approaches to behaviour change
- Mapping behaviours, barriers, actors and factors influencing individual choices and behaviours.

## Sector Team Cooperation

- Emphasis on transport (20% car use reduction) and heat in buildings

## Coordination

- Identifying and coordinating levers
- Working across all sectoral teams to coordinate interdisciplinary and cross-cutting work necessary to facilitate the societal and cultural shift and support behaviour and lifestyle changes.



# Moving from Theory to Practice – Frameworks

## “Avoid”; “Shift”, “Improve” (ASI)

Category	Description	Examples	What needs to change across society?	What is this likely to mean for individuals?
<b>AVOID</b>	Avoid unnecessary demand	Live car-free; stop over-heating buildings; reduce food waste.	Changes to individual choices, behaviours and lifestyles, social norms and culture.	Changes in values or mind-sets.
<b>SHIFT</b>	Shift to lower emissions ‘service’	From car to public transport; from red meat to other protein source.	Changes in the design and use of infrastructure, institutions and services.	Changes in behavioural routines.
<b>IMPROVE</b>	Improve service provision to reduce emissions	Electric vehicles; heat pumps; building energy efficiency upgrades.	Uptake of new technologies by end-users.	Changes in personal purchase decisions.

IPCC's sixth Assessment Report, Chapter 5., 2022

## Individual, Social, Material (ISM)



Southerton et al., (2011)



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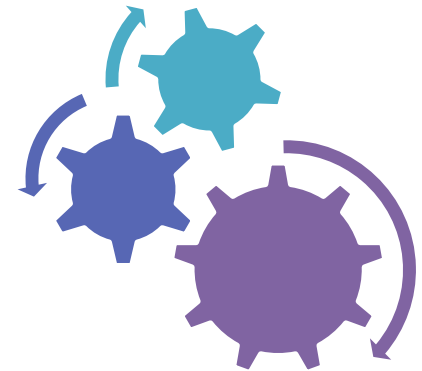
- Behaviour change is a complex phenomenon
- Embedded in a social context
- Requires infrastructure and investment

## **Responsibilities and Capacity**

- Where does the responsibility lie?
- Levers

## **Discussion and Q&A**

- How can we support your work?



# Climate distress

The more people learn about the climate crisis, the more they are **likely to experience difficult emotions**: worry, fear, anxiety, sadness, shame or guilt.

Feeling a mix of emotions – both negative and positive – is a **sign that the person is aware of the severity of the climate crisis**.

**This is common, especially in young people.** Recent UK surveys show:

- 34% of British adults and 45% of 16-24 year olds feel anxious about the environmental crisis
- 73% of 8-16 year olds are worried about the state of the planet, and 58% are worried about the impact climate change will have on their lives

It is important to **manage these emotions in a healthy way** to avoid people feeling numb, overwhelmed or not wanting to think about climate change



# Climate distress

**Anxiety is a natural response to a threat.** The climate emergency is a real threat, but often diffuse, complex and hard to grasp.

The threat can be both **real and perceived** and the result of direct or indirect experience.

We can process the feelings of anxiety and distress through **action**.

1. Accept the negative emotion
2. Balance
3. Media blackout
4. Connection
5. Set goals
6. Celebrate success



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# Plenary

